

The Valiant

30p

Match Day
Magazine
No. 18

Football League Division 4
Monday, 8th February, 1982
Kick Off 7.30 p.m.



PORT VALE v WIGAN ATHLETIC

Match Ball Donors

Date	Opponents	Donor
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15.3.82	Bradford City	Harry Lovatt
27.3.82	AFC Bournemouth	Alaxper Roofing
12.4.82	Northampton Town	Lyme Valley Commercial
17.4.82	Southorpe Utd.	S. Singer
1.5.82	York City	Sam Wass
15.5.82	Tonbridge Utd.	G.L.W. Travel

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Match Programme:

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JOHN'S JOURNAL



Good afternoon everyone, and welcome to Vale Park. I would like to send warm greetings to top of the League, Wigan Athletic, their Manager Larry Lloyd, and his Directors. Whilst welcoming everyone, I must say how pleased I am to see Tony Sealy back with us. I know he was a big favourite with our supporters during his previous stay. He is such an enthusiastic player, that his love for the game is infectious and I feel this is what endears him to the fans.

Having spoken to Tony, he says how much he is looking forward to playing at Vale Park again, and to play on a grass pitch instead of the synthetic surface at Q.P.R., Loftus Road. Tony feels that playing on an artificial surface tends to stop the game being played naturally. Defenders are reluctant to make sliding tackles since these usually result in burns to their legs. The artificial pitch is being much publicised in the press at the moment as the answer to excessive match postponement, due to adverse weather. One of the questions brought up at a recent "Meet the Manager" evening related to summer soccer. On a quick vote amongst supporters present, it seemed to be 50/50 between summer and winter football. I feel that a glut of artificial pitches could eliminate the need for summer soccer since games could then go ahead as scheduled. Whether or not this is preferable to playing football in the summer on a grass pitch is questionable.

I would be interested to hear supporters comments on this subject, so why not drop me a line.

Enjoy the game.

JOHN MCGRATH

INSIDE YOUR VALIANT Contents:

- 4 Focus on our Visitors
Wigan Athletic
- 8 Travel Directions to
Stockport
- 18 Action photos v
Rochdale
- 24 Team Check

Front cover: Neville Chamberlain steadies himself on an opponent's shoulder before challenging for possession against Rochdale.

Photo courtesy of Chris Edge



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At VALE PARK Today

Wigan Athletic

We wish a warm welcome to today's visitors, Wigan Athletic, who are at the time of writing these notes, leading the 4th Division Table. This is a fine achievement for the Directors, Management and players of the club, when one considers that the club were only elected to the Football League in 1978. Since their election, Wigan have always provided the Vale with attractive opposition and we are sure no one needs reminding of that epic Easter Bank Holiday battle at Springfield Park, which resulted in a 5-3 win for our opponents in 1979. The trend has since continued and last season's corresponding game resulted in one of Vale's best home win performances with a 3-0 win. It was immediately after this game that Wigan's Manager, since their election, IAN McNEILL was relieved of his position and replaced by existing Player/Manager LARRY LLOYD. Mr. Lloyd needs little introduction to most football fans. He is an English International and a fierce competitor, with over 400 Football League games to his credit.

This total was achieved with initially, Bristol Rovers, then Liverpool, whom he joined for a £50,000 fee, Coventry City, whom he joined for £200,000 and Nottingham Forest. Wigan have not only done credit to themselves in the League this season, they have also excelled themselves in the League Cup by dispensing Chelsea in Round 3 of the competition, before losing to 1st Division champions, Aston Villa by the odd goal in a thrilling encounter in the 4th Round. Wigan's man on the mark in that game was PETER HOUGHTON who scored a great goal. Peter burst onto the League scene two years ago but has since struggled with a series of niggling injuries in consistent form. However, towards the end of last season he began to hit something near his top form and he ended the season with 8 goals in 29 appearances.

One man who will need little introduction to the Vale fans tonight is Wigan winger, KEVIN SHELDON. Kevin nearly joined Vale last season



Front Row: Fred Eyre (Asst. Manager), Kevin Sheldon, Mark Wignall, David Glenn, Larry Lloyd (Manager), Steve McAdam, John McMahon, Jeff Wright, Kenny Banks (Trainer/Coach).
Back Row: Clive Evans, Les Bradd, Neil Davids, Graham Barrow, John Brown, Bob Ward, Colin Methven, Mike Quinn, Peter Houghton, Alex. Cribble.

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and in fact, had talks with John McGrath before leaving our near neighbours, Stoke City to join Wigan. He is a natural winger who can operate on both sides of the field. His form in our match at Springfield Park in September suggests that he is now experiencing no problems with his much publicised leg injuries. He is certainly a reason why Wigan's strike force have been scoring so many goals recently.

A player that Manager LARRY LLOYD is relying on heavily this season is centre forward, LES BRADD. He scored the winning goal in Northampton last week for Wigan but also played in the centre of the defence this season. He is a vastly experienced player whose previous clubs are Rotherham United, Notts County and Stockport County for whom he has made a combined total of over 500 league appearances and scored over 150 goals. He was signed by Larry Lloyd during the close season.

Another experienced player on the Wigan books is fullback, JOHN McMAHON, who, coincidentally also nearly joined Port Vale during Dennis Butler's era as Manager. John has over 300 league appearances to his credit; the bulk of them achieved whilst with Preston North End. He spent last season with Crewe Alexandra and joined Wigan during the close season. Vale's defence will have to watch out for his ferocious shot at set pieces but should need no reminding after the goal he scored at Springfield Park against the Vale earlier this season.

New man in the Wigan side today is the club's record signing from Everton, EAMON O'KEEFE. Eamon was signed ten days ago in time to make his debut at Northampton, a game in which he scored. He is an Irish international and cost the club a reported fee of £65,000.

Flashback

Tuesday 18th November 1969

F.A. Cup 1st Round Replay

PORT VALE 2 WIGAN ATHLETIC 2 (after extra-time)

VALE: Ball; Boulton, Wilson; King, Sparrow, Green; McLaren, S. Chapman, Woolley, James, M. Morris. Sub.: Logan (for Chapman 90 mins.).

WIGAN: Reeves; K. Morris, Sutherland; Giffbrand, Courts, Ledgard; Savage, Fielding, Cairney, Fleming, Breen. Sub.: Ross (for Courts 45 mins.).

Attendance: 8,703

Unbeaten Vale went about their business straight away and Reeves saved a Morris shot at the second attempt as Woolley roared in. Clinton Boulton was just wide with a 25 yard drive and James also stabbed a shot wide. Wigan began to move forward but they were considerably hampered when centre-half Courts went off injured in the 37th minute and Vale took the lead in time added on for this. Woolley went down the right and his resulting centre was steered home by TOMMY McLAREN. Half-time Vale 1 Wigan 0.

In the 55th minute Green mis-kicked the ball straight to Fleming who looked up and lobbed the ball over the out of position Keith Ball for the non-league equaliser. Vale pressed, but could make no progress and 90 minutes came with the scores still level.

Six minutes into extra-time a move involving Green, Logan and Morris ended with a far-post cross which ROY SPURSON brilliantly headed home. Vale's joy was short-lived for only 4 minutes later Fleming was allowed to streak to the by-line with the home defence appealing for offside and his resultant cross was turned into the net by Fielding.

Vale's only other chance came from a back-header by Morris which landed on the roof of the net.

Factfile

Founded: 1932

Ground: Springfield Park, Wigan.

Record Attendance: 27,752 v Hereford United, December 1953.

Record Receipts: £16,752 v Blackpool, F.A. Cup November, 1979.

Honours: Northern Premier League Champions 1971 and 1975.

Record Victory: 4-1 v Bradford City, 1979, v Darlington 1979, v Scunthorpe 1979, v Halifax 1980.

Record Defeat: 0-4 v Huddersfield 1979 and Lincoln 1980.

Record Transfer fee paid: £65,000 for Eamon O'Keefe from Everton, January 1982.

Record Transfer fee received: £135,000 from Sunderland for Joe Hinnigan, February, 1980.

Wigan's League record at Vale Park is as follows:-
1979 - Lost 2-1, 1980 - Drew 1-1, 1981 Lost 3-0.

DANGERMAN

MIKE QUINN

Mike Quinn should play on the right side of the forward line for Wigan this evening. Presently, he has been standing in for Kevin Sheldon in this role. Mike is a 5' 10", 12 stone goal scorer, who first made his mark with the club when he finished with 14 goals in 32 games. He is a strong bustling type of player who has attracted the attention of scouts from 1st Division clubs with his meteoric success in the Football League. He started his career with Wigan as a youth team player and worked his way into the first team via the youth and reserve teams. No doubt, he will be responsible for providing Wigan's front two, Bradd and Houghton with the chance that they will be looking for tonight. Mike is one of several Liverpoolians on Wigan's books.



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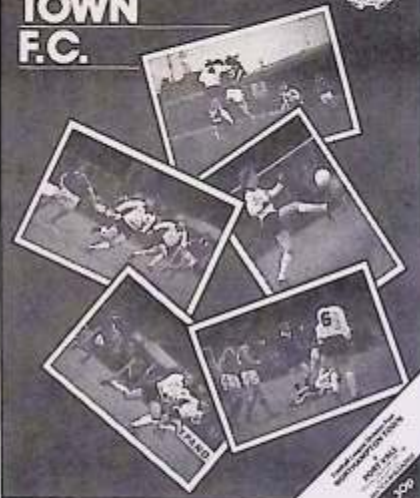
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AWAY PROGRAMME REVIEW

Northampton Town v Port Vale, Tuesday, 2nd February, 1982. Price: 30p. Cover: Claret background with five colour action photos. Adverts: 8 1/2 pages. Photographs: (including cover) 17. Format: Role of Honour, Review of visiting club. Retrospective look at games on similar days over the previous three decades. 16 page insert Duplex Lithoprint, Commercial News, Statistics Check, Retrospective Look at any previous season, Action photo, Team Check.

Review: This programme was well presented and designed. The most impressive feature relates to meet the visitors, which is titled, "Meeting the Visitors" and entitles a historical look at the visiting club. Statistics cover the number of games played and goals scored by the visitors over the years. History seems to be an important feature in this programme and there is a retrospective look over three decades with details of Northampton's fixture on the corresponding day during these years. Also featured is a summary of Northampton's performances overall in a particular season. The season they have chosen is 1957/58 in this issue when they were in Division 3 South, along with Norwich City, Crystal Palace, Brighton, Queens Park Rangers, Southampton and ourselves. The programme gives the impression of filling in space for the sake of it, featuring head and shoulder pictures of Northampton's players and a Christmas message to supporters that covers at least half a page. The programme relies heavily on the "On Target" insert. Despite the fact that the programme was out of date, following the postponement of the original fixture, there was no insertion carried, apologising to patrons.

Rating: (Marks out of 10)	
Content:	6
Design:	8
Photographs:	7
Value for money:	5

TOTAL 26

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Vale Park day by day

We continue our weekly look at the day to day life at Vale Park.

Monday, 18th January

Despite the New Year being 18 days old, only one fixture has been played at Vale Park for the Cup tie with Stockport County. The club's first team game against Darlington has been arranged for Wednesday, 20th on the basis that this would allow the weather as much time as possible to ease, needless to say, by today the weather is perfect with the thaw having taken place and the club now learn that they clash their home fixture with neighbours Stoke City, such is life. The club does not escape the thaw lightly and burst pipes in the new extension to the dressing room and admin block result in the sponsorship suite being 2" in water. Fortunately, Wednesdays game against Darlington is not sponsored which allows the room time to dry out.

Tuesday, 19th January

Preparations are underway for Wednesday's match with Darlington. Groundsman, Bob Fairbanks is concerned with the controversial pitch markings, which claim the fitness of Ernie Moss in the last home game should not be repeated. It is decided that no more dry lime marking will be used on the pitch and that an inoffensive substitute, though more expensive, will be used instead. The policy of using as little sand as possible on the pitch is also to be put into effect.

Wednesday, 20th January

The first team entertain Darlington and a special concession for under 12's admission is put into effect to attract additional support, bearing in mind that Stoke City are playing on the same day. The idea that under 12's should be admitted free of charge works well and a gate of 3,569 reflects well against Stoke City's 9,000 for the visit of Arsenal.

The reserve team travel to Wrexham on the same evening to take on the 2nd Division's side reserve team at the Racecourse Ground. After a goalless first half, the Vale lads really come into their own and romp home 4-1 with goals by Bright 2, Deakin 1 and Farrell 1. The game

signifies the return of Greg Lowndes to Port Vale. Greg who was previously with the club as an apprentice was not retained at the end of his apprenticeship and went into local soccer.

Club officials meet with representatives from a Sports clothing manufacturer to discuss designs for next season. It is anticipated that the Vale strip will be changed significantly for the start of next season and that new players will be used.

Thursday, 21st January

There is no training today with the players having played the previous evening. There is no public relations visit either, due to the fact that the club have already visited many schools locally means that the visits list is virtually complete. If anyone knows of any school or hospital that would like a visit they are asked to contact the Secretary's Office.

Friday, 22nd January

Halifax Town are a progressive club at present and are consciously making an effort to increase their support. One idea that they have come up with and at the wish of their supporters, is that they should play home games on Fridays instead of Saturday afternoons. It is because of this that Manager, John McGrath decides to assist Halifax and re-arranged their fixture for tonight. As a further stimulant to encourage support, they decide to allow all under 14's into their ground, free of charge for this particular game. A train load of supporters depart from Longport, together with numerous coaches and car loads of additional fans hoping for a repeat of Vale's previous away results. The game is a hard fought battle and results in a 1-1 draw, with goalkeeper, Mark Harrison outstanding.

Saturday, 23rd January

The reserves do not have a game and with the first team having played the evening before, attention focuses on the youth team to take on Stoke City at Roe Lane. The lads earn a credit worthy 3-2 victory with Earle, scoring 2 goals and Askey 1 goal.

To be continued

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Revised remainder of season ticket prices:-
Seating: Adult £13.50 Juvenile £9.50
Standing: Adult £13.50 Juvenile £9.50

Next Reserve Game will take place on Thursday, 11th February at Cobridge versus Wixom, kick off 2.00 p.m.

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TODAY'S TEAM

MASCOT
Leading the lads onto the field of play is Robert Irving from Deanway, Trentham. Robert has just returned from a holiday in America, a holiday which prevented him from being mascot for our game against Darlington as originally scheduled.



TRAIN TO STOCKPORT

The club are running a train to Stockport on Friday, 19th February. Return fare is £1.40. Tickets may be bought from the Secretary's Office after today's game or any time up to departure. The times are as follows:-
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Interesting items
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past

F.A. CUP (Cont)

In 1963-64 Vale shone once again beating Bradford City 2-1 at Valley Parade in the 1st round and defeating Wokingham 2-1 at Vale Park in the second. The 3rd round gave Vale a tough task, away to First Division Birmingham City and on January 4th 1964, they lined up as follows: Hancock; Whalley, Wilson; Rowlands, Nicholson; Sparrow; Rawland, Steele, Richards, Mudge, Smith. After 14 minutes Ray Sparrow hammered Vale in front and although Birmingham equalised before half-time, Jackie Mudge headed home the winner in the 66th minute to record one of Vale's best ever goal killings.

Round 4 produced an away tie at Liverpool, who were riding high in Division One at the time and Vale fielded the same team who caused an upset in the previous round. The Liverpool side contained many household names, thus - Lawrence; Thompson, Byrne; Milne, Yeats, Stevenson; Callaghan, Hunt, Arrowsmith, St. John, Thompson. A crowd of 82,727 packed into Anfield and witnessed a remarkable performance by the Vale in which they matched their opponents every move and the game ended 0-0.

Vale Park was buzzing for the replay, and Liverpool fans came armed with ladders and some fell through the stand roof. The official crowd was 42,179 although eye witnesses estimated it far higher.

Albert Cheesdough replaced Jackie Mudge in the Vale line-up, Roger Hunt put the visitors in front after 36 minutes but Vale were not to be denied and with 10 minutes to go Cheesdough equalised to send the tie into extra-time. Just as a third game seemed likely Peter Thompson scored the winner for Liverpool in the last minute of extra-time.

The last time that Vale reached the 5th round was in 1976-77. Although struggling in Division Three, Vale produced their best form in the cup and defeated Southampton (away) 2-1 in the 1st round and Barnley (home) 3-0 in the 2nd. A last minute goal by Beahm secured a 1-1 draw at Hull in the 3rd Round and the 2nd Division side were bundled out 3-1 at Vale Park in extra-time. The 4th round gave Vale a home tie against another 2nd Division side, Burnley and 18,000 turned up to cheer Vale into the 5th round, paying a club record (£11.99) for the privilege. The Vale team was: Connoughan; Thompson, Harris, Ridley, Griffiths; Kewell, Bailey, Beach; Rogers, Brownbill.

Colin Farn gave Vale an interval lead and Derek Brownbill headed home the second soon after. Burnley's only reply was a last minute penalty through Fyfe. So, Vale went marching on and in the 5th round they came out of the hat last of all, away to Aston Villa, who were lying 4th in Division One.

Approximately 9,000 Vale fans journeyed to Villa Park and made themselves heard among the 66,872 crowd. Vale - Connoughan; Thompson, Ridley, Harris, Griffiths; Kewell, Farn, Bailey; Beach; Rogers, Brownbill.

Although the game finished 3-0, Vale were not disgraced as "Star Soccer" showed the following day.

Away Travel

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M63 to terminal, junction with A560
A560 to Stockport

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Football League club management is a serious business, a demanding role which requires a vast knowledge about the playing side of the game, a sympathetic understanding of man management and good business acumen. Alas such combinations are difficult to find in one man and yet in the crazy world of football club management where directors so often flaunt the basic principles of good business in a gamble for a little slice of success, such men are becoming even more essential.

Perhaps one of the best managers ever was the incomparable Stan Cullis, who gave Wolverhampton Wanderers the best part of 33 years of his life as a player and manager.

As a centre-half, Stan was a player of distinction and won 12 England caps during 1938 and 1939, but it is as a manager that we remember him best.

During his 16 year reign as boss, Wolves reached the summit of their achievements in football, dominating the domestic scene with three League championships in the 1950's, and carrying the banner onto the fields of Europe with a succession of dramatic pioneering friendlies against the best continental opposition.

Those were marvellous days for midlands fans and yet despite all the glamour and publicity those games courted. Stan's proudest boast is that during his tenure of office the club made annual profits and always paid its shareholders a dividend.

DAINGEROUS

"And I left them with £300,000 in the bank when I finished in 1964," he adds with satisfaction. "What would that be worth today... well over a million!"

It is not then surprising that Mr. Cullis should call into question the current trend of management which mortgages clubs to the hilt and undermines all rational explanation for the sake of a dabble on the transfer market.

He continues: "People used to ask me when I was going to buy a new player and I would reply, 'When we get enough money'. I am sure that some managers today don't even look at the balance sheet. There are some managers who do not care how much money they spend. They are only bothered about their image. If they leave their club £3 million in debt it will not worry them."

"The economics of football today are crazy. Clubs depend on their lotteries, even Manchester United would make a loss on their overheads if it were just left to gate receipts. That is okay as long as the lotteries are thriving, but with the economic state of the country in its present unhealthy state, with three million unemployed, a lot of people simply will not be able to afford the tickets."

Really lottery money which is very lucrative should be superfluous income. But it is now considered and budgeted as a clubs' life blood, they are now fully dependent on those resources to survive economically and that is dangerous because it will one day stop.

DIFFERENT ANIMAL

"The extraordinary thing about it all is that directors of football clubs are usually directors in business and yet they do not apply the same conditions and safeguards. If in their factory they intend spending £50,000 on plant or whatever, they first thoroughly investigate the viability of the deal before proceeding. But these same men in football club board rooms will authorise the outlay of £350,000 for a player, purely on the managers recommendations. What I am saying is that a director is a different animal when it comes to football business."

"It was not like that at Wolves in my time. They used to say that it was no use making a big profit because the tax man would claim a big slice of it. Best therefore to buy a couple of players before the end of the financial year. But my Chairmen used to say to me: 'Look Stan, if we do well and make a good profit and we are satisfied with the team, why should we go out and blow it just because the income tax man is waiting around the corner.'"

"And that was right. The economic side of a club was

just as important in those days, in fact directors had one eye on the balance sheet and the other on the League table and I was involved fully in the general financial running of the club."

"I even studied book keeping for three or four years and I reckon that every club manager should acquire a basic knowledge and understand the economics of his club and the structure of the share capital and so forth."

"Nowadays managers are so obsessed with the results. Mind you I have a certain sympathy for them, for there now seems to be an insatiable desire for success, not only in football but in everything and it is a world wide disease not just one associated with English football."

As it happens the current economic recession has imposed its own stringent restraint on clubs spending power. When even mighty Liverpool claim that they are struggling to make ends meet it is little wonder that there has been a general tightening of the belts all round. That inflationary transfer spiral that rocketed to absurd heights has now been quenched, but as for clubs stabilising their balance of payments and equating general running costs to gate receipts, that is just simply out of the question.

So until some more permanent source of income can be found — and what is permanent in business anyway — football must continue to live on the back of the Bingo ticket.



Famous Clubs

THE STORY of Swindon Town Football Club is an intriguing tale of a small town club which has never aspired to greatness in the bread and butter world of league football, yet has found fame and fortune through inspirational success in the death and glory mode of cup tie football.

The club's finest hour was celebrated beneath the twin towers of Wembley Stadium in 1969, when Stan Harland lifted the Football League Cup up high, following an emotional victory over Arsenal by 3-1. But Swindon's reputation as knock-out specialists had been born long before that momentous occasion.

Founded in 1881 by a football playing clergyman, the Rev. William Baker Pitt, the club soon became established as the best in Wiltshire and when the Wiltshire Senior Cup was introduced in 1886 they almost made it their own property. Indeed so dominant were the club that in 1893 the final was contested between Swindon Town and its Reserves, which were known as Swindon Town Athletic.

In 1894 Swindon became one of the original members of the Southern League Division 1, in which they were joined by Millwall and Southampton who enjoyed continuous membership from the inception to 1920 when all three clubs became founder-members of Division 3 (S) of the Football League.

During this period the club had experienced mixed fortunes having first turned professional after that first season in the Southern League when only four of their 16 games were won. Professional football meant a wage bill of £10 per week but it did not guarantee success and after finishing fifth in 1900 the club slumped to the bottom rung which they occupied for two consecutive seasons during which their away record read: Played 29, won 0, drawn 2, lost 27. Goals for 7, against 94. Yes the Railwaymen had well and truly come off the rails!

GIANT KILLERS

It was then that the club suffered its first financial crisis. Unable to meet the weekly wage bill many of the better players were released, several of them joining Nottingham Forest, and although the financial commitment was slashed in half the performances on the field told their own story.

During this difficult period a clerical worker in the Great Western Railway offices, called Sam Allen, took on the job of club secretary on a part-time basis, at a salary of ten shillings a week. He was to become an essential cog in the development of the club taking on the managerial chores as well.

After entering the F.A. Cup for the first time in 1906, when they lost 3-0 at Brighton, the Wiltshire club created the first of their now familiar giant killing acts in 1908 when they were drawn at home to First Division Sheffield United. There was no score but the talk of the town was the sensational appearance of a new twenty-year old star called Harold Fleming. He was destined to play for England and performed an important role in the Robins shock 3-2

ANDY ROWLAND — ace marksman.



SWINDON TOWN



extra-time victory in the replay at Bramall Lane.

Another memorable cup run in 1910 took Swindon right through to the semi-final after sweeping Crystal Palace, Burnley, Tottenham and Manchester City from its path. It was left to Newcastle United the eventual winners to put an end to the upstarts from the Southern League with a 2-0 success at White Hart Lane.

Two years later they again reached the semi-final, meeting Barnsley at Stamford Bridge. The scoreline of 0-0 meant a replay at Meadow Lane, but the physical attitude of the Yorkshire side had deprived Swindon of Fleming and free kick expert Billy Tout, and they went down 1-0 having missed a penalty.

While all this cup furor was taking place, Swindon had managed to capture the Southern League championship twice. As champions they met the Football League champions Manchester United in the Charity Shield at Stamford Bridge in 1911 and although they scored four times, United hit eight — six of them coming from Harold Halse.

After the Great War Swindon embarked on the great Football League venture and what a dream start they made. It was August 28, 1920 when Luton Town drifted in, to be sent home with a 9-1 thrashing ringing in their ears. Two days later Southampton hit four goals without reply to bring Swindon down to earth, although they finished the season in a respectable fourth place — a position it took over forty years to improve on.

WEMBLEY

Five times they reached fourth place, but in 1933, 1956 and 1957 they were obliged to seek re-election. The first big break through came in the season 1962-63 when they finished runners-up to Northampton Town and so

Year formed — 1881
Turned Professional — 1894

Robins Role of Honour

Second Division Runners-up — 1962-63, 1968-69
Football League Cup Winners — 1968-69
Anglo Italian Cup Winners — 1969 & 1970

TOP LEAGUE SCORERS

1976-77	Dave Moss	14
1977-78	Dave Moss	17
1978-79	Chic Bates	14
1979-80	Andy Rowland	20
1980-81	Andy Rowland	12

Managers since the War:

Louis Page, Maurice Lindley, Bert Head, Danny Williams, Fred Ford, Dave Mackay, Les Allen, Danny Williams, Bob Smith and John Trollope.

qualified for the Second Division.

Not overawed Swindon swung straight into action taking maximum points from the opening six games, but after losing just three of the first 18 fixtures they began to feel the strain and finished the season 14th.

The following season proved a hard one and a 2-1 defeat at Southampton on the final day of the season ended the clubs short stay in the Second Division.

Danny Williams became the new manager and once more Town responded with another exciting Cup run which was ended in the Fifth Round by a rather embarrassed Nottingham Forest who needed three attempts.

Two years later and it was Wembley and that never to be forgotten League Cup triumph. The whole town was caught up in the euphoria and this reflected in the League

gates which recorded an average of 17,856. Swindon finished second to Watford on goal average and this time stayed in the Second Division until 1974, having reached the FA Cup quarter-final stage for the first time in 46 years in 1970, and attained fifth place in the Second Division.

Since then Swindon have been on the brink of returning to the higher grade on several occasions but have always failed on the final run.

Season 1979-80 once more proved the year of the 'Cup' Swindon holding Tottenham in the FA Cup and going on so close in the replay at White Hart Lane. While in the League Cup the Robins flew all the way to the semi-finals having beaten Arsenal en-route once again. The Robins lost 4-3 on aggregate to Wolves and then lost out in the race for promotion a sad end to a season which should have brought more.

"I WANT TO BUILD A SUPER TEAM"



Colin Benson continues his discussion with Malcolm Allison . . . soccer's much maligned extrovert.



Kevin Keegan
"A super player".

One thing becomes clear when you talk football with Malcolm Allison, and that is he views the game as much more than just a sporting conflict. To him it is a form of art, a canvas on which skill and imagination can be magically expressed with panache.

At times he probably expects too much from players and yet in the main he would seem to be more the victim of an uncaring age, a society in which those who dedicate themselves are sometimes frowned upon as fools. It is hard for a man with such high ideals, with a vision of a game bursting at the seams with silky grace and improvisation, to adjust to an atmosphere of cautious mediocrity.

Now Allison is finding satisfaction in the Portuguese sun where he has transformed Sporting Lisbon: "The morale was bad when I went out there," he says. "They finished eleven points behind Benfica last year and their morale was down. Sporting have won the championship only once in seven years and they just did not seem to believe in themselves.

"I took them away and we played in and won, two tournaments. That woke them all up and they began to believe in each other again and so the confidence spread through the whole team. I have been fortunate that we have had a long run without defeat as that is important to the psychological preparation and the motivation.

"There is a lot of rubbish talked about the powers of motivation. The motivation of a side is only created by the manager and the team. It is not created by the manager — you can't motivate people if they don't want to be motivated because they just do not believe you. So it is a two way thing and at Sporting we have been able to get it together."

STIMULATING

Allison is clearly revelling in the response his Portuguese players are giving him, while his encouragement to exercise their subtle skills to the maximum is paying off with a brand of thrilling football, that would set the most ardent critic into raptures.

It is not surprising that Malcolm influenced the West Ham tradition where he played over 200 League games as a centre-half between 1951 and 1957, before a chest operation finished his first class career. His ideals are based on the classical style and now he still has a burning ambition to fulfil.

"Yes I want to build a super team, a team that really excites me," he declares with feeling.

Is that possible in England?

"It's possible of course it's possible. There are super teams in England now. Two of the Liverpool teams were great sides, Manchester City in 1967, 68, 69 and 70 was a great side."

But isn't there a lack of individualists around at the moment?

Again the big smile filled Big Mals face: "There's always a shortage of quality players, there are never enough and there never will be," he pointed out. "There will always be two or three super players come through, the George Best's the Bobby Charlton's and Dennis Law's will come again."

DEDICATION

"Today Kevin Keegan is a super player. He has great dedication and is a good professional.

"We could bring back the pride to English football if we get certain clubs with the right group of people. I think at Crystal Palace first time around I had the right group of people — Terry Venables, John Cartwright (now England's Youth team manager) and myself. Between the three of us we improved many things. We produced probably the best youth team for years, we worked probably the best set-pieces, we had lots of things going for us.

"There have to be three or four people at a club who are really into it. People who are dedicated and accomplished at their job to make it work."

So can we expect to see Malcolm Allison returning to the English game to fulfil his ambition?

"I don't know... I prefer to do my work where I am happy and working with people who I have confidence in. I mean it's a dangerous job football!

"Ray Clemence for instance is a great example. He has played brilliantly for ten years and then suffers three matches where things go wrong and they crucified him. He is an experienced player and can take it but he must have thought; 'I don't believe this.' It was the same for Bobby Moore. He made one drastic mistake against Poland and was hung out to dry. Everyone forgot the previous ten years without a mistake."

The same could be said for Malcolm himself. The events of the past couple of traumatic years have overshadowed those great achievements of the late sixties. Allison is acknowledged as a magnificent coach, the fact that he failed is a combination of many things. Not least his inability to manage off the field matters, not least the parochial attitude of players who refused to open to wider horizons and not least a system which accepts second best.

Those are the very same problems at the heart of our current demise, as a football nation. It is all about attitudes and a now frowned upon four letter word called 'work'.



STAR TALK

ALAN GOWLING

Football has changed a lot over the years it has become much more organised as a TEAM game and perhaps even more significantly, the players are now much fitter. I am not suggesting that the players of 20, 30 or even 40 years ago could not play the modern game — with today's training they would be fitter themselves — but they would certainly find it more difficult to express their individuality on the game.

If you see games from the past on TV you will quickly spot the difference. Very rarely was a fullback covered by any other defender and once the winger had slipped past him there was plenty of space to play in.

To some extent football has become very much like business. It has been analysed looked at and made more efficient. Whether that has detracted from the entertainment value I do not know.

It has been suggested that the introduction of the 4-2-4 system has been a detrimental step because it cut out wingers. I must confess that those critics who lay the blame for what is wrong with English football today, at the feet of Alf Ramsey, really aggravate me.

Alf Ramsey was only responsible for doing his job and doing it well. He was manager of Ipswich Town and developed a system which won them the League Championship. He then became manager of England and was the most successful national team manager we have ever had, or are ever likely to have. Alf designed a system to fit England, blinded the players and won us the World Cup.

Now the biggest criticism should not be of Alf Ramsey, but of the coaches and managers who followed him and could not provide any originality of their own. You can't blame Ramsey for winning the World Cup and to accuse him of ruining football is a joke.

That 1966 triumph was the last thing that ever happened to English football. It immediately checked a decline in games which had been deteriorating over three seasons. The public enthusiasm was tremendous. The problem came when everybody else decided to copy him.

Our coaches and managers all go on their summer courses at Lillashall and discuss the game, but inevitably they all come back with the same ideas and that is what is bad about the game. There is very little originality about it in terms of thought.

You will probably find that the most successful managers have a little bit of originality about them... in their thought, style and man management. Basically the game is all about man management. It is not about systems and formations, it is about getting players to perform to their maximum capacity.

The PAUL PARISH page



IT'S MORE ENTERTAINING!

It would be superficial, and arrogant, to suggest that everything is completely right with English football. England's stuttering performances at international level in the build up to the World Cup is positive proof that much work has to be done to put the house in order.

Even qualification will not overnight atone for the generally embarrassing way England have performed against some of the lesser nations.

But, on my travels around the country, this year, I have seen enough to suggest that there is a genuine effort by Football League clubs to provide greater entertainment, more goals and more skill.

Whether the introduction of three points for a victory is having the desired effect is something that will be argued up and down the country.

"It doesn't make any difference to our attitude," said one manager. "We have always tried to win."

Another argues: "Of course, it must make a difference. One point is now no longer enough. Too many drawn matches and you will quickly find that you are in the wrong half of the table."

It is really too early to make an accurate evaluation of this change in the point scoring system. That can only be made after, at the minimum, one full season.

It is possible, however, that a bigger reason for the better football is that clubs are realising that entertainment might just bring the crowds back to the game!

It was inevitably going to be difficult to arrest the declining attendances. Many people had simply fallen out of love with the game because they weren't being satisfactorily entertained. Others had to become more choosy because of the economic recession that has bitten into everyone's pocket.

ENTERTAINING

Birmingham manager Jim Smith made a very good point when I visited St Andrews recently. "We have

had three big games here in eight days," he said, "We had home matches with West Ham and Southampton on successive Saturdays and then met Nottingham Forest in the Football League Cup in midweek. Frankly the ordinary fan just cannot afford it any more. This is a badly hit area in the recession, we have a lot of our supporters out of work. They certainly can't afford to come and watch us three times in a week."

That's a great shame, because Birmingham are one of the sides I have seen who have impressed with their whole hearted commitment to attacking football. Playing with their pacy Dutchmen Van Mierlo and Brucken on the flanks and with the skill of Frank Worthington down the middle they are giving those supporters who can afford to make the trip, plenty of value for their money.

Dwindling gate receipts are affecting most sides. Even the mighty Liverpool and Manchester United cannot guarantee the same returns as they were, say two years ago.

So, perhaps, the instruction has gone out to improve the image of the game by making it more watchable. Let's be honest, even the hooligans might stop their wretched interference if they are regularly given decent games to watch.

Let's briefly look at some of the encouraging signs I have seen in the opening couple of months of the season.



Ossi Ardiles

Birmingham, I have mentioned but they are worth another shout if only because they have managed to improve their style and team on a limited budget — a problem that is being increasingly encountered.

It's good, too, to have success coming from major cities. The resurgence of Manchester United, under Ron Atkinson, has to be good for business all over the country. He has had to buy heavily, and at times controversially, to achieve the balance he required but seeing Manchester United's name at the top of the Football League just has to be good for overall business.

VINTAGE

Manchester and Liverpool boast that they are the hotbeds of British football and after the achievements at Anfield over the last 10 years there is little to argue with in that philosophy.

But the city of Birmingham is not without its claim to recent fame. Aston Villa won the League Championship last season and after a slow start are beginning to find that sort of form again this term. Their performances in the European Cup, too, have also shown considerable maturity.

London has been a little bit of a laughing stock as far as football has been concerned in recent years. But for entertainment value the capital is as good as anywhere and better than most.

Tottenham's FA Cup success last season could be the springboard to greater things to come. As always, and with Ardiles, Hoddie, Villa, Crooks and Archibald around it isn't surprising, they are producing some vintage stuff. And the signing of Ray Clemence has proved anything but the nonsense so many knockers had you believe at the start of the season.

As always, West Ham are producing their effervescent style back in the First Division. After a three year absence they have really settled down remarkably well and don't look the soft touch they once were.

So with things blossoming in Manchester and Liverpool, Birmingham and London it is little wonder that some of the provincial sides are wanting to knock the big boys off their pedestal. Ipswich have been proving it can be done for a few years now and even though they have not yet hit top gear they are still among the most attractive sides in the country.

Swansea's remarkable arrival in the First Division has been based on attack and manager John Toshack's tremendous achievements scarcely need any further cataloguing.

Brighton have surprised many people with their form, too, and particularly at home have been going forward in great style.

Southampton, I saw them take a couple of heavy

defeats, have always tried to entertain, which may provide ulcers for manager Lawrie McMenemy but it's a delight for the fans.

And for the first time in a long while it's the sides who can't score goals, who are struggling to ease themselves from the foot of the table. At the same time it's not the sides who have just the best defensive records who are sitting it out at the top.

There is a definite move to attack and the future looks good on that count. In the Second Division, for example, the early pace has been set by Luton and Watford, both managed by men who have preached an attacking gospel.

Let's hope that this attitude is maintained. If attendances don't immediately level off there should be no alarm — it's going to take a long time to bring back all those people who have become disillusioned.

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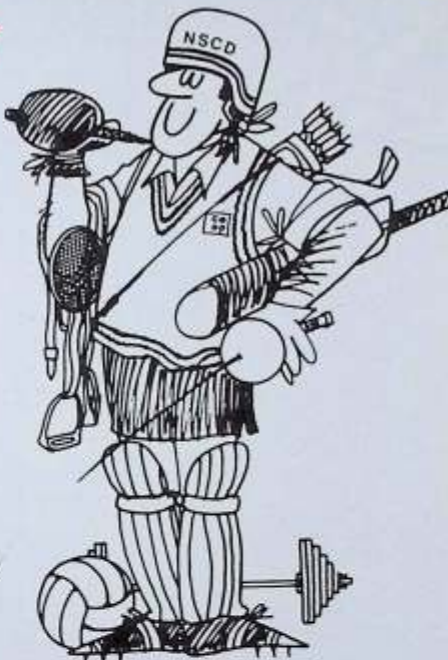
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QUIZ ⚽ BALL ⚽ QUIZ

Our national Championship Winning Quiz Ball Team continued their attempt to retain the trophy this year by defeating Stoke City recently by the margin of 98-49 points.

We would like to thank the lads for their cooperation at the recent "Meet the Manager" evening which they attended and answered general footballing questions. Once again, they have provided a quiz with Port Vale specifically in mind. The first correct answers received at the Secretary's Office will win two complimentary tickets for our next home game.

1. Which 2 clubs did Vale do the double over, season 1980-81?

4. vno scored Vale's goal when they lost 1-2 to Liverpool, F.A. Cup 4th Round replay, 1963-64?
3. Name the two post-war players to gain international caps while playing for Vale.?
4. From which club did Vale sign Ken Todd?
5. Name the 2 Vale players 1980-81 whose uncles were in the Vale F.A. Cup Semi-Final squad 1953-54?

Answers to quiz from Rochdale programme 17.

1. Scunthorpe United.
2. Ron Wilson.
3. Ernie Moss, Colin Tarrt, Andy Higgins.
4. Sparta Rotterdam.
5. Terry Bailey.

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STOP PRESS

What the Press thought of our last Home game at Vale Park which resulted in a 1-1 draw against Rochdale.

VALE LET IT SLIP

by GEORGE MORLEY

Port Vale 1, Rochdale 1

Port Vale 1
Rochdale 1
PORT VALE were held by a gritty Rochdale defence determined to claim a point.

The Vale players jumped for joy when full-back Tartt put them ahead early on.

Greenhoff built up the well-executed move on the right and tapped the ball to the big defender who smashed home a 25-yard shot.

But Port Vale's smiles lasted less than a minute because Martinez equalised.

Right back Weir threaded the ball to him from the middle of the park and the striker made no mistake when he crisply lofted the ball

over the head of Harrison.

The match developed into a series of frustrating moves

FORM REPORT

PORT VALE: Harrison 7—Tartt 7, Sproson 6, Ewells 6, Brennan 6—Greenhoff 6, Hunter 7, Armstrong 6—Chamberlain (IN) 7, Moss 6. +CHAMBERLAIN (IN) 8.
ROCHDALE: Poole 6—Weir 7, Burke 6, Gosset 6, Steele 6—Ewer 7, Nelson 6—Green 6, +MILFITCH 8, Martinez 7, Williams 7.
Ref: P Richardson (Lisburn) 5.

JAMES GLYNN

AFTER four drawn games on the trot, PORT VALE boss John McGrath said: "As far as I'm concerned, we lost this one."

The 1-1 draw against ROCHDALE, McGrath admitted his front three had "gone off the boil."

Colin Tartt put Vale ahead after only four minutes, but Eugene Martinez wiped that goal out in less than a minute

PORT VALE'S promotion drive faltered as they were held to their fourth draw by a battling, determined Rochdale.

Vale had the sort of start that should have ensured victory against a side languishing in the bottom five. A fine t h r o u g h ball by Jimmy Greenhoff was rocketed home by fullback Colin Tartt after only four minutes.

But Vale's delight cost them dear. They lost concentration for a minute and that was all Rochdale needed to pull level. Eugene Martinez ran through unmarked to chip over Mark Harrison.

Vale were the better side throughout, but Rochdale's non-stop running, aggression, and tough tackling kept them at bay.

Each time Vale got the ball, Rochdale pulled back into defence and for all the talents of the Chamberlain brothers, Mark and Neville, and the skill from midfield of Greenhoff and Jed Hunter, there was no way through.

Vale had two penalty appeals rejected as they went all out for a late winner.

SUNDAY PEOPLE 31.1.82

STAR 1.2.82

SUNDAY EXPRESS 31.1.82



PHOTO ACTION

1. Rochdale's keeper, Mick Poole can only watch as Colin Tartt's 4th minute shot flies past him into the net.
2. Phil Sproson and Neville Chamberlain combine to beat the Rochdale defence to this corner.
3. The Rochdale defence look relieved to see this Ernie Moss effort go past the post.

Photos courtesy of Robert Spratton and Chris Edge.

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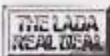
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ACTION PHOTOS v ROCHDALE

Rochdale Keeper, Mick Poole and centre half Brian Taylor appear to collide as Ernie Moss waits patiently for this cross.

Ernie Moss tries hard to avoid Colin Tartt's 4th minute shot at goal.

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TODAY'S REFEREE IS

Mr. Dennis A. Hedges from Oxford. Mr. Hedges is a married man with two sons and is employed as an Assistant Manager of a joinery works. Needless to say, his main interest is woodcraft but he also enjoys cricket and folk music. He started refereeing in Oxford in 1963 and has been a linesman in a non-league international, England v Italy in 1976 and a full international, Sweden v Russia in 1979.



VOUCHER
No. 18

FLYING THE FLAG

Mr. A.D. Blake from Bridgnorth in Shropshire will be carrying the red flag and Mr. R. Gaunt from Burton on Trent will be carrying the yellow flag.